

ORDER



KSNV

Orders

Order / Rev: 103575
 Alt Order #: 06829900
 Product Desc: HELLER FOR SENATE
 Estimate:
 Flight Dates: 08/29/12 - 09/04/12
 Original Date / Rev: 06/26/12 / 08/30/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact:
 Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate *Revised*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/04/12	50	\$37,100.00	\$31,535.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	50	\$37,100.00	\$31,535.00	0.00
Totals	50	\$37,100.00	\$31,535.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/Wa@M	5-6a		--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--			3			\$400.00		0.00			

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.001		0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--			3		\$400.00			0.00			
E 2	KSNV	09/03/12	09/04/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.001		0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----			2		\$400.00			0.00			
E 3	KSNV	08/29/12	08/29/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	--W----			1		\$700.00			0.00			
E 4	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1		\$700.00			0.00			
E 5	KSNV	09/04/12	09/04/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.001		0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			1		\$1,400.00			0.00			
E 6	KSNV	08/30/12	08/30/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.001		0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	---T---			1		\$1,400.00			0.00			
E 7	KSNV	08/29/12	08/31/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$500.001		0.00	NM	2	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	--W-F--			2		\$500.00			0.00			
E 8	KSNV	09/04/12	09/04/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.001		0.00	NM	1	\$500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			1		\$500.00			0.00			
E 9	KSNV	09/03/12	09/04/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	-T-----	:30	2	\$325.001		0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			2		\$325.00			0.00			
E 10	KSNV	08/29/12	08/31/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.001		0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	--WTF--			3		\$325.00			0.00			
E 11	KSNV	08/30/12	08/31/12	Noon News Noon News	CM	12-1230pm	---TF--	:30	2	\$425.001		0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	---TF--			2		\$425.00			0.00			
E 12	KSNV	09/03/12	09/04/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$425.001		0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----			1		\$425.00			0.00			
E 13	KSNV	09/03/12	09/04/12		CM	5-630p	MT-----	:30	4	\$1,000.001		0.00	NM	4	\$4,000.00

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Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News M-F Early News NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 MT----- 4 \$1,000.00 0.00															
E 14	KSNV	08/29/12	08/31/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 --WTF-- 6 \$1,000.00 0.00															
E 15	KSNV	08/29/12	08/31/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 ----F-- 1 \$1,000.00 0.00															
E 16	KSNV	09/03/12	09/04/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 MT----- 2 \$1,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 09/03/12-09/09/12 M-F Wheel 7-730pm MT----- :30 (\$1,000.00) 0.00 NM See MG 16.3 [NBC NEWS SPECIAL]															
3 KSNV 09/04/12-09/04/12 Wheel of Fortune in PRIME M-SA 8-11p / SU Ⓜ MG for 16.2 09/04 [TP CHANGE]															
E 17	KSNV	09/03/12	09/04/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 MT----- 2 \$800.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 09/03/12-09/09/12 Face to Face w/ Ralston 730-758pm MT----- :30 (\$800.00) 0.00 NM See MG 17.3 [NBC NEWS SPECIAL]															
3 KSNV 09/04/12-09/04/12 Face to Face in PRIME 8-11pm --T----- :30 \$800.00 0.00 NM Ⓜ MG for 17.2 09/04 [TP CHANGE]															
E 18	KSNV	08/29/12	08/31/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	----F--	:30	1	\$800.00	1	0.00	NM	1	\$800.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 ----F-- 1 \$800.00 0.00															
E 19	KSNV	08/30/12	08/30/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 ---T--- 1 \$1,100.00 0.00															
E 20	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 M----- 1 \$1,100.00 0.00															
E 21	KSNV	09/01/12	09/02/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 -----SS 2 \$1,100.00 0.00															
E 22	KSNV	09/01/12	09/01/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-					1	\$350.00		0.00			
E 23	KSNV	09/01/12	09/02/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----SS					2	\$650.00		0.00			
E 24	KSNV	09/02/12	09/02/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$625.00		0.00			
E 25	KSNV	09/02/12	09/02/12	Sports Night In Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$400.00		0.00			
N 26	KSNV	08/29/12	08/29/12	Noon News Noon News	CM	12-1230pm	--W----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----					1	\$425.00		0.00			
N 27	KSNV	08/29/12	08/30/12	Wheel of Fortune in PRIME Wheel in Prime	CM	M-SA 8-11p / SUN	--WT---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WT---					2	\$1,000.00		0.00			
N 28	KSNV	08/29/12	08/30/12	Face to Face in PRIME Face to Face in PRIME	CM	8-11pm	--WT---	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--WT---					2	\$800.00		0.00			
													Totals	50	\$37,100.00